

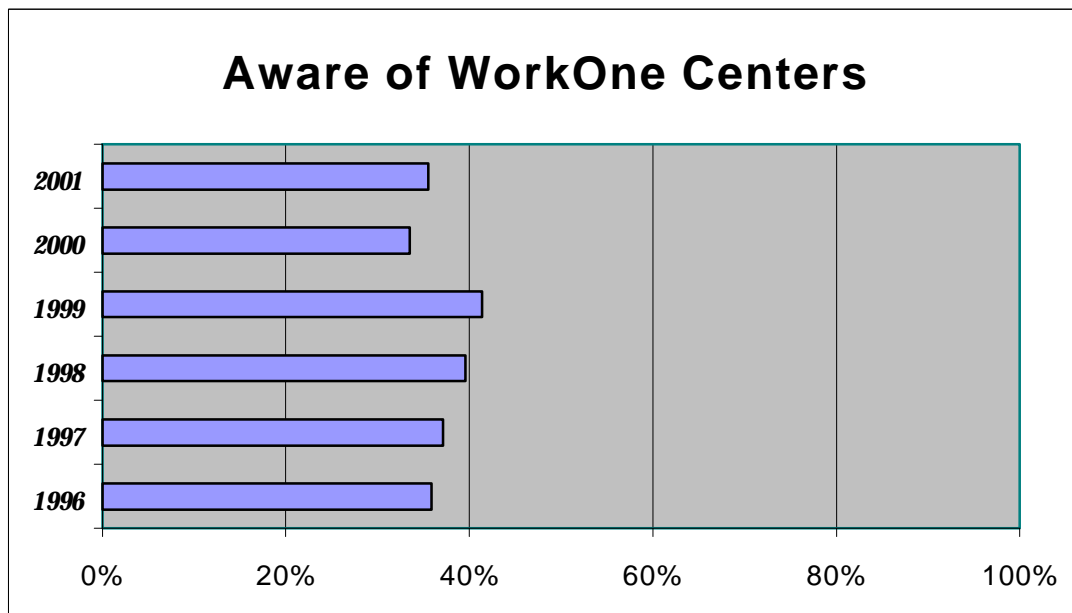
# INDIANA POLL RESULTS – FALL 2001

Questions asked for the Evaluation Division of the Indiana Department of Workforce Development

## Awareness of WorkOne Matches Baseline

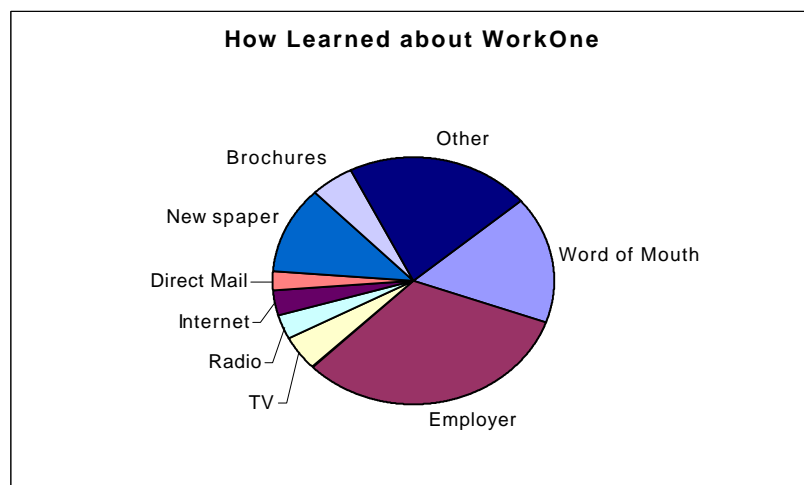
Awareness of the onestop offices has been measured the last six years, since the inception of the onestop service concept. Beginning in 1995, these offices were named “Workforce Development Centers”. As a baseline measure, about 35.9% of Hoosiers were aware of these offices. This increased to slightly over 41% in 1999 before the name was changed to “WorkOne”. Awareness dropped in 2000 to about 34% with an increase to 35.5% in 2001, bringing awareness to about the same level as the baseline measure of 1996.

Continuing to ask this question in the Poll next year will provide an indication of the success of the allocation of national incentive funds to local areas for marketing purposes. Any gain beyond 2 percentage points in 2002 will likely be the result of increased marketing efforts.



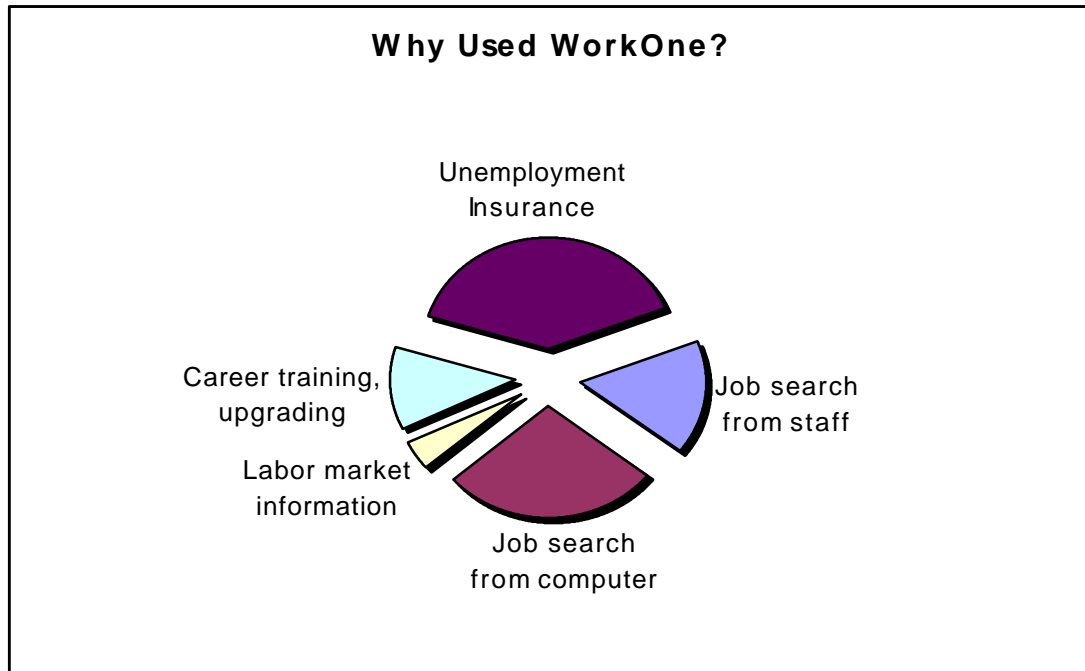
*The Indiana Department of Workforce Development operates WorkOne Centers across the state. Prior to this survey, were you aware of these WorkOne Centers?*

Of those that were aware of WorkOne Centers, most (32%) learned about the centers from their employer, while 17% learned from word of mouth. The newspaper accounted for 11.5% with brochures, TV, radio, Internet, and direct mail accounting for 5% or less.



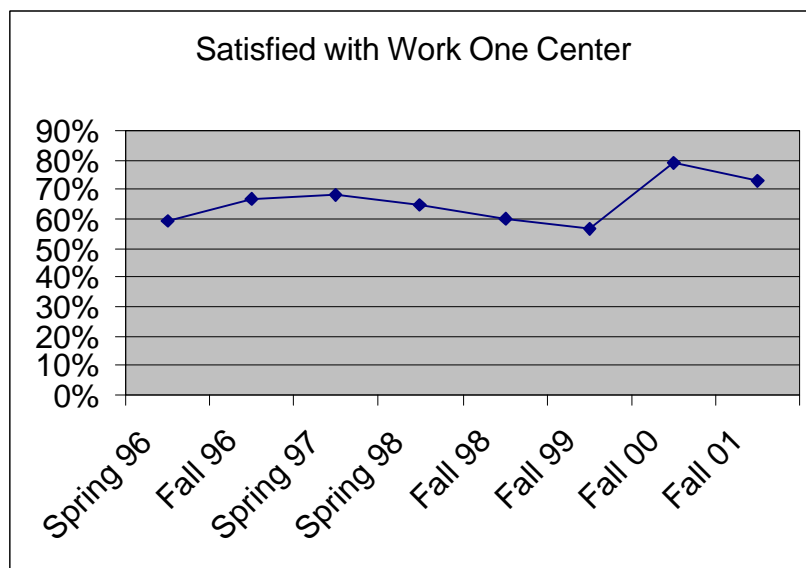
## Why Hoosiers Used WorkOne

About 14% of those surveyed reported using WorkOne in the last 12 months. Of those, most Hoosiers used the WorkOne Center primarily for Unemployment Insurance (38.5%) while just over one-fourth (26.9%) were mainly interested in using a center computer for self-service job search assistance. Fifteen percent visited for job search assistance from center staff, 12% were interested in career training or skill upgrading and 4% of the respondents visited to receive labor market information.



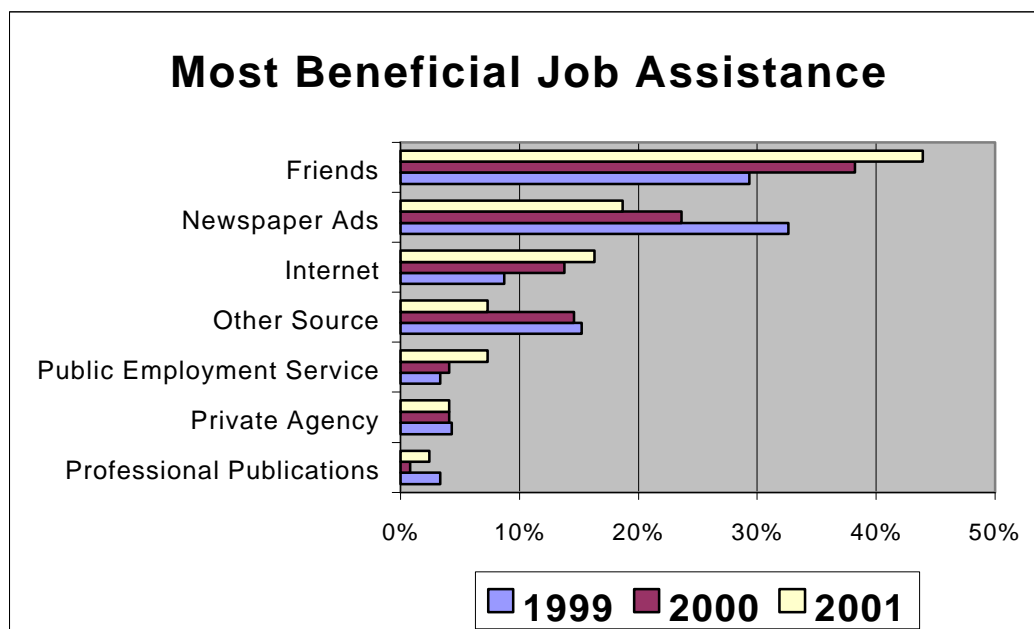
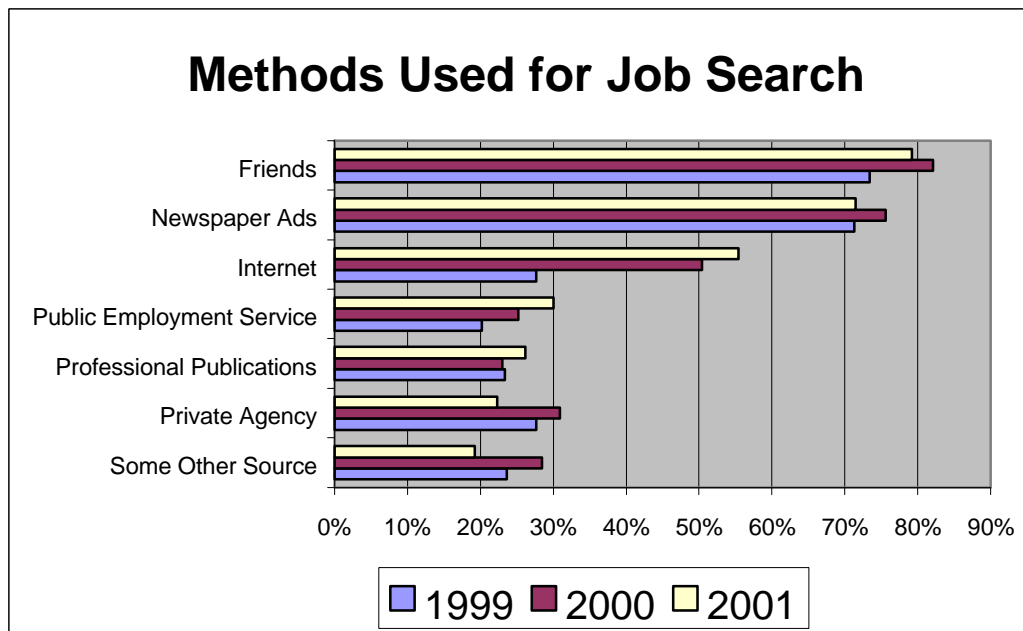
## Satisfaction Remains High

Seventy-three percent of the WorkOne customers rated their overall satisfaction with the WorkOne center as very satisfied or somewhat satisfied. This is slightly lower than satisfaction measured last year, but remains above 70%.



## Job Search Methods

For three years, we have asked those that searched for a job in the last year, what method they used and which method was most beneficial. Increasing each year in both categories has been “the internet” and “public employment service”. Friends remain the most popular and beneficial method of job search according to those surveyed. Those that rated the “public employment service” as most beneficial were high school graduates, had some college, or graduated from college. Those that dropped out of high school were more likely to rate “friends”, “newspaper”, or “other” as most beneficial.

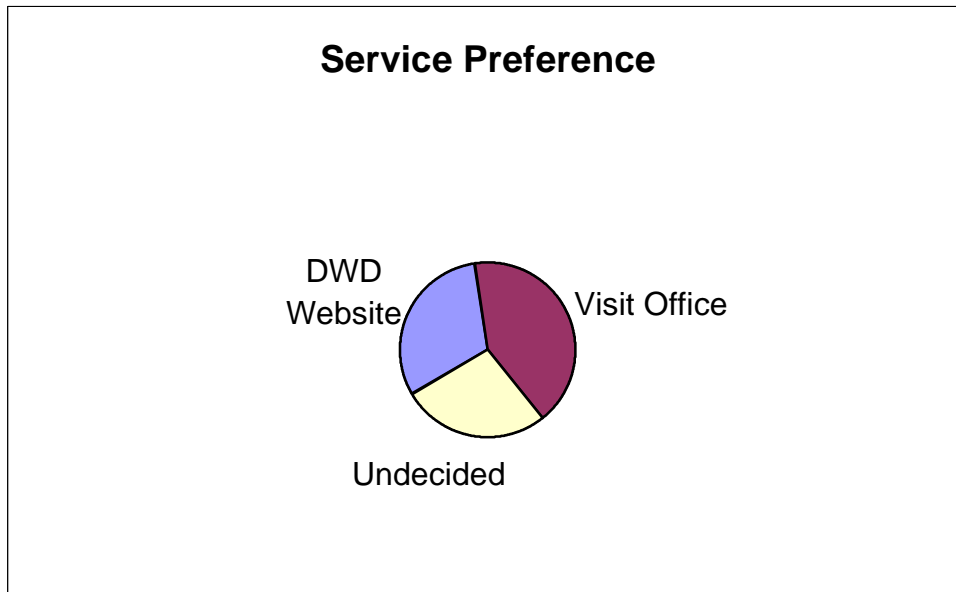


## Intend to Use WorkOne in the Future?

Of those who used a WorkOne center, 76% intend to use a WorkOne center in the future, while 26% do not. Demographics of the individual are not significant predictors of their likelihood of using WorkOne in the future.

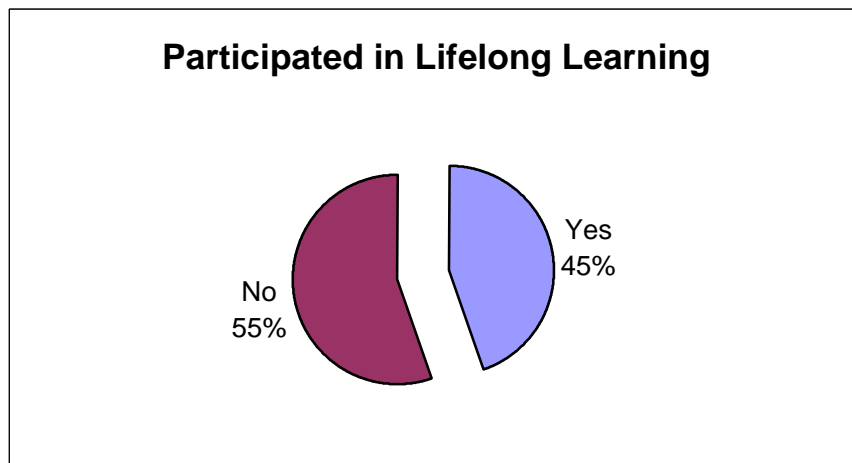
## Service Preference?

All respondents were asked, “If you were searching for a job, which of the following Department of Workforce Development resources would you most prefer to use? Most (41.6%) preferred to visit a local WorkOne Center while 30.8% stated a preference for using the department’s website. The remainder were undecided. Those with higher incomes tended to prefer the website to office visits.



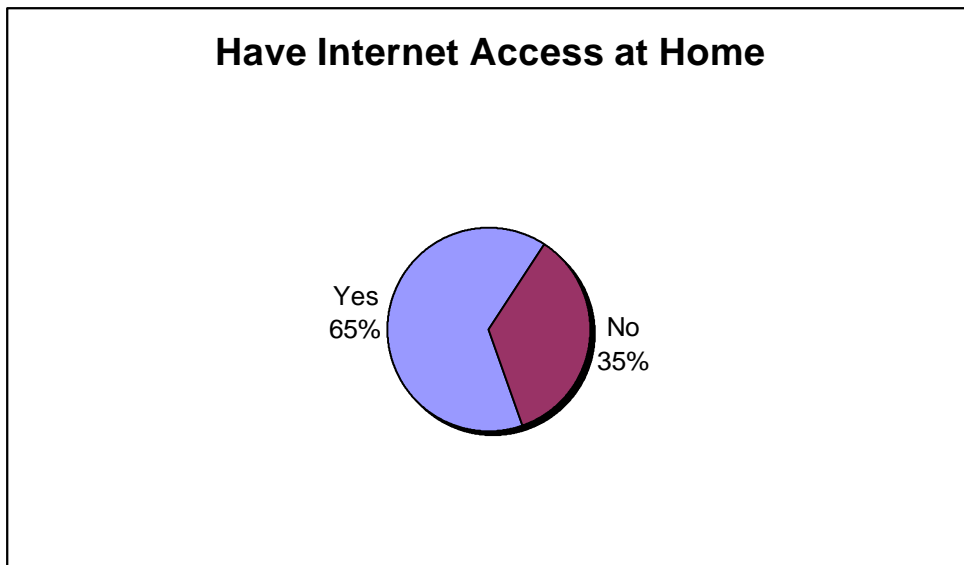
## Hoosier Participation in Lifelong Learning Remains at 45%

Since 1998 Hoosiers have been asked, “Did you participate in any training or education in the last 12 months, either on your own or through an employer?” Each year about 45% have answered yes while 55% responded no.



## Internet Access at Home

Sixty-five percent of the respondents reported they have Internet access at home, while 35% do not. The more education an individual has, the more likely they are to have Internet access. Only 30% of high school dropouts have access, while 80% of college graduates have access.



## About the Indiana Poll

The Indiana Poll is a statewide telephone survey of adult Indiana residents conducted by the Indiana University Center for Survey Research in Bloomington, Indiana. The main purpose of the Indiana Poll is to provide an accurate measurement of public opinion on issues of interest to the public, policymakers, and social scientists. The results are based on 524 completed interviews with randomly selected Hoosiers.

This report was prepared by Richard Lindsey of the Evaluation Division of the Indiana Department of Workforce Development.